Instance Means a Considerable Saving

WILL be hard for any woman to pass by these splendid bargains,

especially the mothers with little ones to dress. For here are

deries, temptingly priced. 'Tis the part of true economy to sup-

ply the needs for summer now-when the pricing is such as to

save approximately half. This sale tells anew the story of the

"Popular's" supremacy in value giving - value giving that in

time. Right on the threshold of the season, too, when all wom-

Our window displays show many of the good things offered in

en are planning the white things for summer. But the "Popular" is

essentially the people's store and believes in giving its best at the

time when it is of the greatest benefit to its patrons.

thousands upon thousands of the prettiest, the daintiest embroi-

From the North Pole

WE are displaying in our window the only thing in El Paso that has ever reached the North Pole. It's a little and seemingly insignificant thing-only a can of Gail Borden Eagle Brand Condensed Milk, rusted and battered.

But this can was a part, of the supplies carried by Commander Peary on his last and successful dash to the Pole. Its genuineness is vouched for by the "Peary Arctic Club" of New York.

This has been furnished us through the courtesy of the W. H. Constable Co., to whom it was sent by the manufacturers as a souvenir.

Line 1

25c Values for 9c.

Swiss and Cambrie Embroidery and Insertion, in matched sets and odd pieces, 1 to 4 inches in width. Many dainty designs in white and colors, for infants'



50c Values for 22c.

A very special line of Embroidered

most stores is impossible.

22c a Yard

-Line 4-

Pictorial Review Patterns

Especially good styles for children.

The most reliable patterns made. Correct in cut and

style. Home dressmakers will find them invaluable.

\$1.00 Values for 47c. Allovers of Swiss and Nainsook, in a wonderfully large variety of new designs. Styles suited to both women's and children's garments are included in this lot, in small and medium designs. Regularly these would sell for from 75c to \$1.00 a yard,

. 47ca Yard

\$1.25 Values for 63c.

This line is made up of unusually fine quality edgings, insertions, flouncings and corset cover embroideries, in the newest and handsomest designs on Swiss, Nainsook and fine Batiste. These are particularly worthy of your attention. Values up to \$1.25, are offered at

63c a Yard

Undermuslins!

Garments a little Soiled at Half on Monday

A NUMBER of muslin undergarments are offered in Monday's sale at half price, simply because they have become a little soiled and wrinkled in display.

The lot consists of every kind of garment - Night Gowns, Corset Covers, Drawers, Chemise, Combination Garments, and Skirts, in every quality. Not many of a kind, but enough to give the first customers excellent bargains. As long as they last on Monday,

Half Price

Line 6-

\$1.75 Values for 87c.

Allover Embroideries, both white and colored, in finest quality Swiss, Nain-sook and Batiste, beautifully designed and finely finished. A very attractive assortment, suitable for use with the daintiest of the summer fabrics. The regular prices in this line are up to \$1.75

87c a Yard

and children's garments. Regular values up to 25c, are included in this extra-ordinary lot at

9c a Yard

-Line 3-

Flouncings, 18 to 27 inches wide, and Bands from 2 to 4 inches wide. Unusually handsome designs are shown in this lot for both women's and children's garments, at, in nearly every instance, less than half. Values to 50c,

A Sale of White Goods, In Anticipation of Your Summer Wants-Underpricing Our Best Fabrics

English Nainsook. Extra quality, fine, soft finish English Nainsook, a grade especially made for undergarments. A regular women who have recognized 20c quality,

Long Cloth.

special.....

Long Cloth, very soft, fine finish, a full yard wide, in ing. bolts of 12 yards. Our reg- creased demand, including every kind of ular price is \$1.75 a bolt. vest, drawers and union suit. Our special

price ...

Flaxon. Sheer and firm, the ideal fabric for waists, dresses, children's garments and underwear. Our regular 25c quality, special . 17c

Knit Undergarments

Each season finds more the practical features of the knit undergarments. They are cooler, more durable, Superior quality English convenient in traveling and more economical in launder-

Special Values

Vomen's tight knee, white lisle finish, ribbed union suits in all ... sizes, each Women's umbrella knee, white lisle finish, ribbed union suits, extra quality at

LITTLE FOLKS SOX Novelties for spring and summer wear in new designs and all colors and quali-

India Linon. I NUSUAL, indeed, is the exploitation of a sale of this kind at this Extra Special

Lingerie Batiste, a beautifully soft, sheer quality, for undergarments, waists, dresses and infants' wear 30c quality. Extra Special,

16c a Yard

White Madras.

Mercerized Madras, in an enormous variety of designs, suitable for waists or children's dresses. Regular 35c 19c

White Madras. Exceptional value is shown in every

piece of this lot of fancy white Madras Cloths, in both large and small designs qualities 16c

Dotted Swiss.

Extra quality White Swiss, in the large, . small and medium sized dots. Nothing prettier for summer gowns, 121/2c

Unexcelled Values in

Shoes

Women's patent leather ankle strap

Pumps, with Cuban heel, made on

the newest short vamp lasts, with

medium weight sole. Very special

Young ladies' patent leather ankle

strap slipper, very new dressy last,

with low military heel. Sizes 21-2

to 6; a very special \$2.00

Misses' patent leather ankle strap

Pumps, in next styles for dress or

every day wear; perfect fitting and substantial; sizes 111-2 to 2. A

value \$1.50

The "Popular Special" \$4.00 shoe

for men in a variety of unusually

smart styles for summer wear, "As good as any \$5.00 shoe."

\$2.00

Extra quality India Linon. fine, even weave, 28 inches wide. Worth regularly 15c price, a yard......9c

35c Values for 14c.

Cambric, Swiss and Nainsook Embroid-

ered Edging and Insertion, 11-2 to 6

inches wide, including many matched sets especially designed for infants' garments.

Also white and colored embroideries for

children's wear, in both matched sets and odd patterns. Values up to 35c,

14c a Yard

Snowflake Nainsook.

A superb quality of imported English Nainsook, put up in 12 yard pieces. Extra fine, soft finish. Regular price \$4.00 a piece, \$3.39 special.....

Dimities.

White Waists

All linen tailormade Waists, some

in the plain styles, others hand-

embroidered in very tasty designs.

Monday and Tuesday we offer waists worth regularly \$4.00 and

for \$3.29

Tailormade and fancy lingerie Waists, made of all linen fabries

and lawns. Many styles, hand-em-

broidered, others in dainty lace ef-

fects. Monday and Tuesday \$3.00

and \$3.50 values will \$2.69

Silk Petticoats, \$4.98

Extra quality all silk Petti-coats in all the new spring

colorings and black, the kind

\$4.98

usually sold for \$6.00-

Checked and striped white Dimities, in a wonderfully complete line of designs, especially suited to the making of children's dresses. Our regular 20c quality, specially priced.....14c

Extra Special

this sale.

Persian Lawn, full forty-five inches wide, sheer and fine, a beautiful quality for summer waists or dresses or children's garments. A 35c value, Monday only, a yard

Extra Special

Persian Lawn, a sheer, fine, smooth finish fabric, forty-five inches wide. A value that has no precedent. Worth regularly 25c a yard, we offer it Monday only,

Extra Special

English Long Cloth, a good quality for undergarments. Soft, smooth finish, a yard wide, bolts of 10 yards and worth ularly \$1.35. Special Monday only . 98C (Limit one to each customer)

Extra Special

Linen Sheeting, full two and a half yards wide, finely finished and of quality adapted to the making of suits, skirts and waists. The dollar quality. Monday

The Suit Section Radiates the Beautitul Styles For Summer

THE ever-preparedness of this store to meet the first demands of the seasons is convincingly demonstrated in the preliminary showing of garments for midsummer wear. Although it seems early, we have brought these garments on to give you time for leisurely selection-to make your choice unhurriedly as would be the case in an "eleventh hour" selection. Twill be a pleasure to you to make a choice from among the hundreds of dainty garments. Only the cleverest models were chosen by our buyers, those best adapted to the needs and taste of those who buy here.

Exceptionally Good Separate Skirt Styles

T HIS season we show an exceptionally strong line of I Separate Skirts. Styles adapted to every kind of wear-street, dress, or traveling, with the tailormade or fancy waists, are shown in a variety great enough to please every taste.

We make a special feature of extra size skirts for stout people—the waist measures ranging from 30 to 36 inches.

The materials shown in these garments are voiles, in black and colors, Panamas, Serges in white colors, Diagonals, English Tweeds and Worsteds in the mannish effects. Plain tailored styles and the much used tunic and overskirt effects are shown. Many styles are effectively trimmed while others are quite plain. The price range includes everything from \$4.98 to \$29.50.

Special Pricing of Dresses

A splendid group of the newest and most desirable dresses is featured for Monday and Tuesday at a remarkably low price. Taffeta, Foulard, Net, Chiffon, Linen and Lingerie Dresses, in the most effective styles, worth in a regular way up to \$35.00. are priced for these two days at

\$29.65

Special Pricing of Suits

Sixty-five Suits in the season's best tailormade styles have been selected for Monday and Tuesday's special offering. The styles are the most perfect, suitable for dress, street or for traveling. Many of the suits shown in this lot are exclusive garments, no duplicates Regular \$45.00, \$47.50 and \$50.00 styles,

\$32.65

The Popular Basement

M ANY a dollar is saved every year by those who make the "Popular Basement" a regular shopping place. It may be only a few cents now and a dime then but the savings quickly mount up to the

The Drapery Section is a place of particular interest to housekeepers, with its beautiful lines of Oriental Madras, fancy stendied scrims, Lace Curtains, Portieres and the hundred and one things that help to make

home beautiful.

SPECIAL—(Monday, Tuesday and Wednesday), 30-inch Figured 6/4c Lawns in a large variety of patterns and colors 30-inch Batiste finished Lawns, a splendid 8/3c

Turkish Towel Specials Monday, Tuesday and Wednesday

75c quality, each 60c quality, each 54c 45c quality, each 39e 35e quality, each 29e 30c quality, each 24c 20e quality, each

White Madras

On Saie Tuesday Morning. Extra quality White Madras, regular 15c value. Tuesday morning (not before) we will sell each customer 10 yards at, a yard, 73-4c Displayed in Mesa Ave. window.

Trunks and Suit Cases

B EFORE you start on your vacation trip be sure you have a trunk strong enough to stand the strain it will be subjected to. Let us fit you out with one upon which you can place dependence---one that is strongly built and one that is suited to your

Every size and shape, for men's use or for women's, steamer trunks, wardrobe, automobile, hat, week-end, skirt-in fact,

\$7.50 to \$50.00

SUIT CASES Genuine leather, cow-hide, Japanese matting and leatherette suit cases, strong steel frames, good locks, well made and in

98c to \$35.00

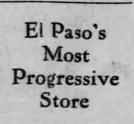
Intermediate or Junior Dresses For Girls 13 to 17 Years

SUALLY it is difficult to find dresses of the right style and size for girls of this age and we have made special efforts to get garments to meet this demand. The styles are not too childish nor too far advanced but just exactly right for growing girls.

We've taken several styles to make up "introductory" specials for the week-to acquaint you with the good styles we

Special value dresses of percale, gingham, madras and chambray, a variety of good styles, at

Special value dresses in Scotch zephyrs, fine madras, French percale, and lawns, beautifully \$2.98 made, at



El Paso's Most Progressive Store